



# NW Portland Parking Project

Annual Report 2018 - 2019



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION



# About the NW Parking Management Plan

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The NW Parking Management Plan was adopted by City Council in 2012. The NW Parking Stakeholder Advisory Committee (SAC) was subsequently formed to help implement the plan. The Portland Bureau of Transportation works collaboratively with the NW Parking SAC to manage the neighborhood's parking supply.

Managing parking effectively requires ongoing monitoring and adjustment. An annual parking study and input from residents and business owners inform the SAC and the City's parking management decisions.

## Who is on the SAC?

The SAC is made up of local residents, business and property owners, and employees of the district. The City recruits a diverse cohort from the neighborhood including renters, rental property and real estate managers, small business owners and more.

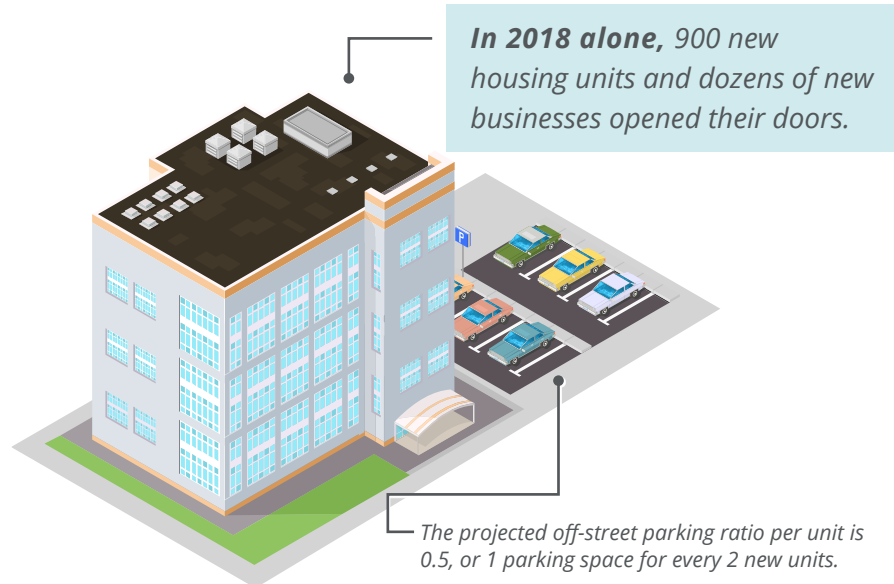


# Growth and Change

The NW District has long been a dense and mixed-use area, attracting visitors and employees from across the region who sometimes vie with residents for limited on-street parking.

The neighborhood's continued growth, meanwhile, necessitates ongoing management of on-street parking. Demand for parking has increased in the past five years due to significant growth in housing and employment in the area, and the trend will continue: at least 1,500 new residential units are slated for construction through 2024.

## 2018 Brought Significant Growth, and Demand

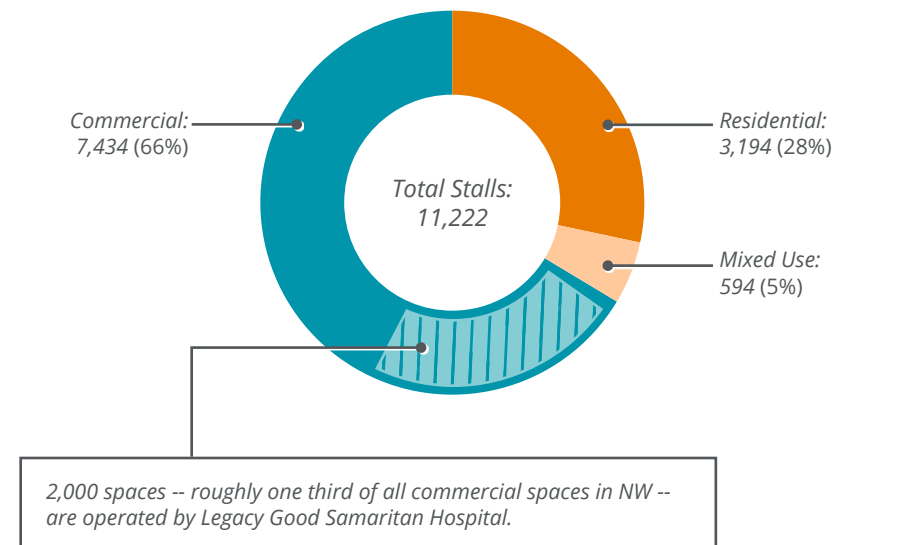


# Off-Street Supply

The City of Portland conducted an off-street parking inventory for the first time this year and found that there is approximately one residential off-street parking space for every three residential units in the NW District.

There are over 11,200 off-street parking spaces in Northwest Portland. Most of these spaces (66%) are at commercial properties, with Legacy Good Samaritan Hospital accounting for more than 2,000 off-street parking spaces (or approximately 1/3) of the commercial spaces.

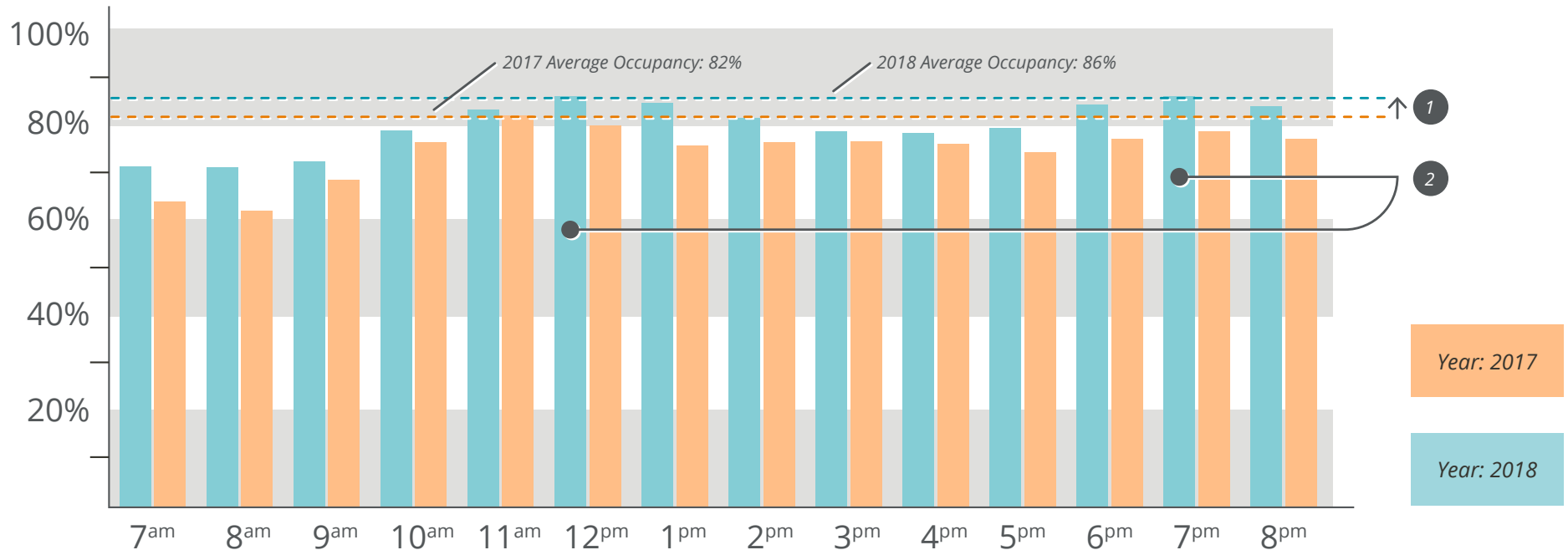
## Off-Street Parking Distribution by Use



# NW Parking Utilization Data

## Average On-Street Occupancy by Hour<sup>1</sup>

2018 vs. 2017



**1 Average, hourly occupancy increased from 82% in 2017 to 86% in 2018.**

This means that, in general, district parking spaces are more full, more often.

This also means that some blocks were full and some blocks were almost full, making parking difficult to find.

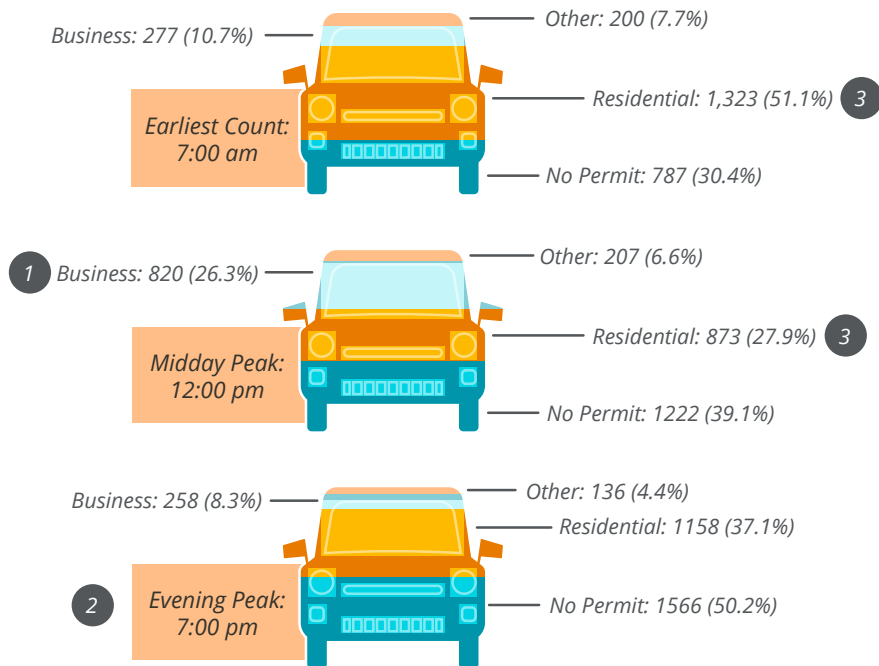
The 2018 average is similar to occupancy rates before the parking management plan was implemented in 2015.

**2 In 2018, the data shows a peaks in occupancy at noon and at 7pm.**

The 7pm peak coincides with the time at which meter hours end and is likely the point at which competition for parking between visitors and residents is highest.

<sup>1</sup>Source: 2018 NW On-street Parking Utilization Study, RWC

## Peak Stall Occupation by Permit Type<sup>2</sup>

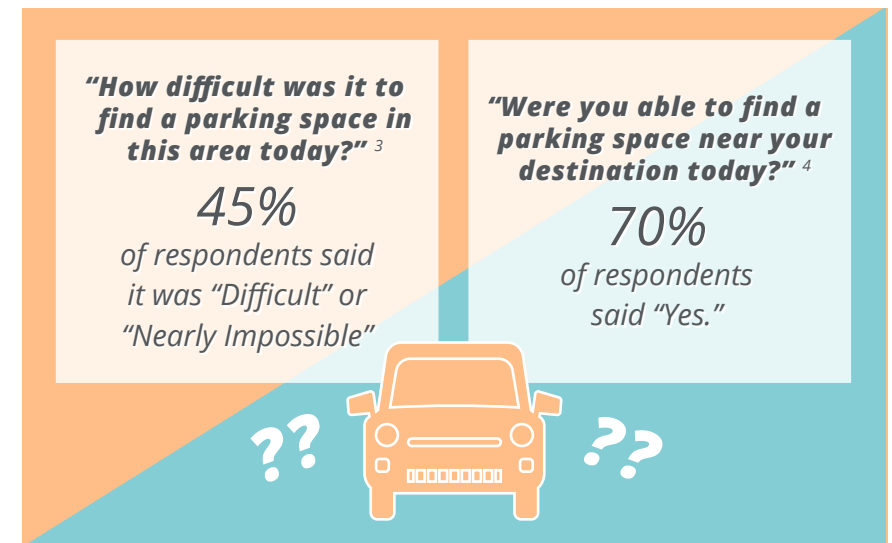


- 1 During the traditional work day, business employees are in the minority, with only 820 business permits shown.
- 2 The evening peak highlights the competition between visitors and residential permit holders.
- 3 With 1,323 residential permits shown at 7am and 873 shown at noon, the data indicates that two thirds of residents don't drive out of NW regularly.

<sup>2,3</sup> Source: 2018 NW On-street Parking Utilization Study, RWC

<sup>4</sup> 214 answered / 247 skipped

## How Hard Is It to Find Parking? Public Perceptions



### Parking is hard to find, but it's available.

In a recent intercept study conducted in NW, people on the street were asked about their experience finding parking.

The results could be interpreted in different ways but the upshot is that, in most cases, people are eventually able to find desirable parking in NW.

### NW Parking Utilization Heat Map

On the back cover of this document, you will find a map showing how parked cars are distributed throughout the district during the noon — 1 pm peak hour.

Due to rounding, percentages in this document may not precisely reflect absolute figures.



# Permit Changes from Prior Year

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## Residential permits

In 2017, permits allocated to multi-family buildings were limited based on unit count: buildings with more than 30 units were limited to 0.6 permits per unit. For example, a 100-unit building could receive a maximum of 60 permits. This policy was seen as unfair to residents in older buildings and, consequently, changed the following year.

The number of permits allocated to multi-family buildings is now based on the age of the building:

- Buildings built after 2013 receive 0.6 permits per unit
- Buildings built after 2017 receive 0.4 permits per unit.

Because tenants are not guaranteed on-street parking permits, this policy encouraged developers to include off-street parking in their plans. As a result, just one building had a waitlist for on-street parking permits.

In 2017, we introduced a progressive pricing structure for parking permits. Under this new pricing system, which was still in place in 2018, only 16 residents purchased more than one permit.

## Business permits

The 0.8 FTE (full-time equivalency) ratio of permits for employees was maintained in 2018. A business with ten full-time employees, for instance, could only receive 8 permits.

If a business chooses to not purchase parking permits, they are eligible to receive free or discounted Transportation Wallets for their employees.



Photo courtesy of Eric Fredericks, Creative Commons





## Permit Sales

To balance the demand for limited on-street parking between visitors, residents and employees, the 2018 goal for permits sold was 6,400 total.

The permit goal was exceeded by 18% in 2018.

	2017	2018	% Change
Business	3,386	3,504	+3%
Residential	3,600	4,049	+12%
<b>Total</b>	<b>6,986</b>	<b>7,553</b>	<b>+8%</b>



Photo courtesy of Eric Fredericks, Creative Commons

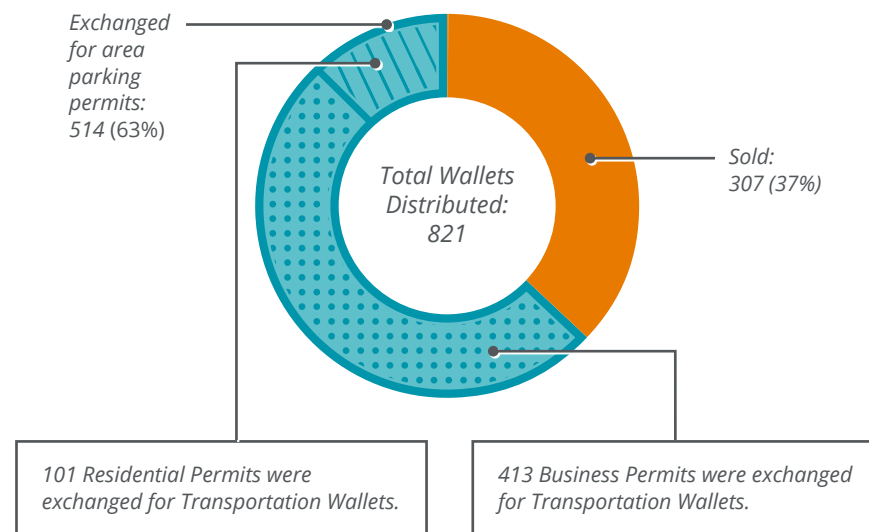


# The Transportation Wallet

## Diversifying Travel to Alleviate Congestion

The Transportation Wallet is a package of reduced-cost transportation service memberships including TriMet, Portland Streetcar, BIKETOWN, and Car2Go. The Wallet is currently available in Portland's NW and Central Eastside parking districts, and may be purchased or received *in exchange* for a user's existing parking permit.

### Transportation Wallet Distribution



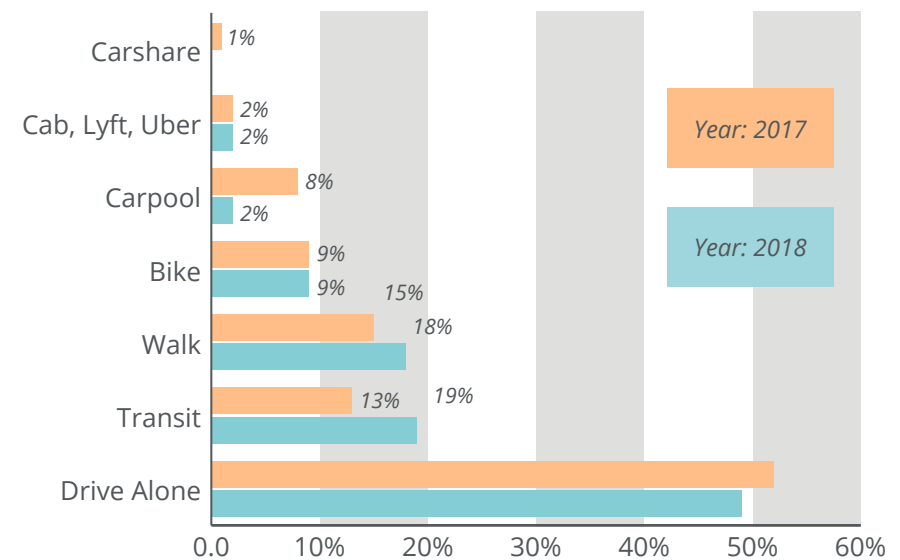
Between 2017 and 2018, 677 new permits were sold. Meanwhile, 514 existing permits were traded in for Transportation Wallets. This exchange of parking permits for Transportation Wallets helped to even out what could have been a 9.7% spike in surface parking demand.

The goals of the program are to reduce traffic congestion and alleviate parking demand by encouraging people to take more trips on public transit, by bike, on foot, and using car share.

## Survey Findings

In 2018 the City emailed surveys to residents and employees who are permit and wallet holders about their transportation habits. We received 410 responses.

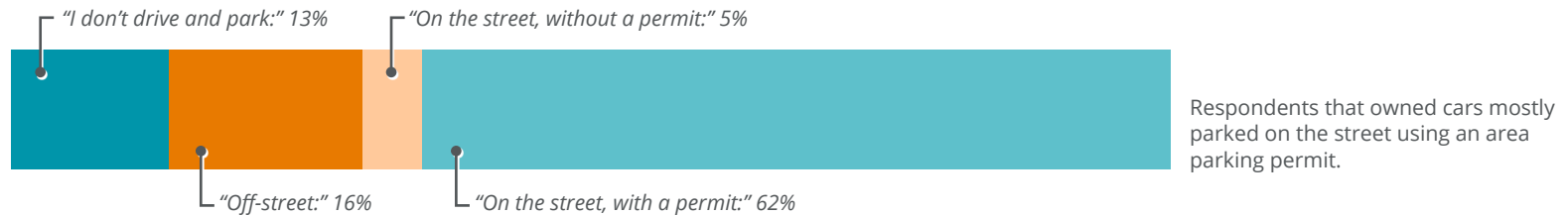
### Commuter Travel Modes



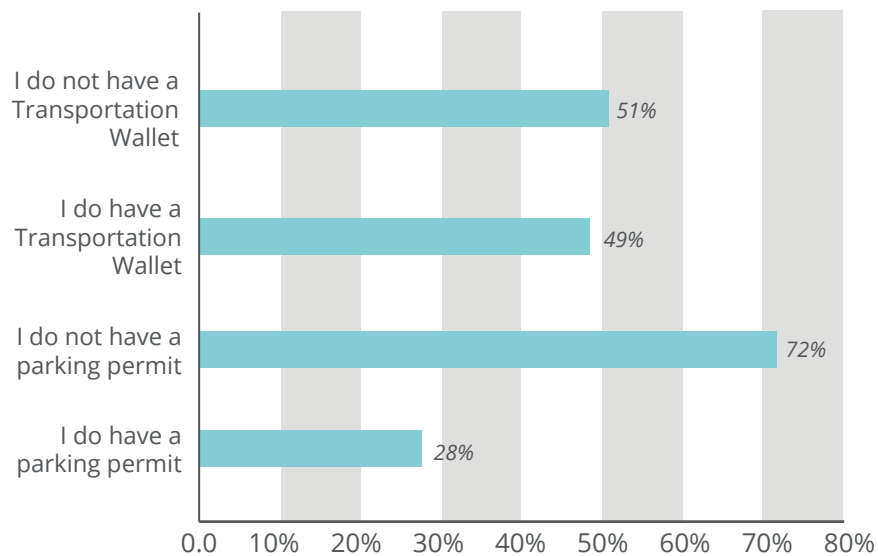
Slightly fewer residents and employees (among survey respondents) drove to work in 2018 than in 2017, though driving alone remained the most common commute choice. More respondents reported walking and taking transit to work in 2018 than in 2017.



## "Where Do You Park?"



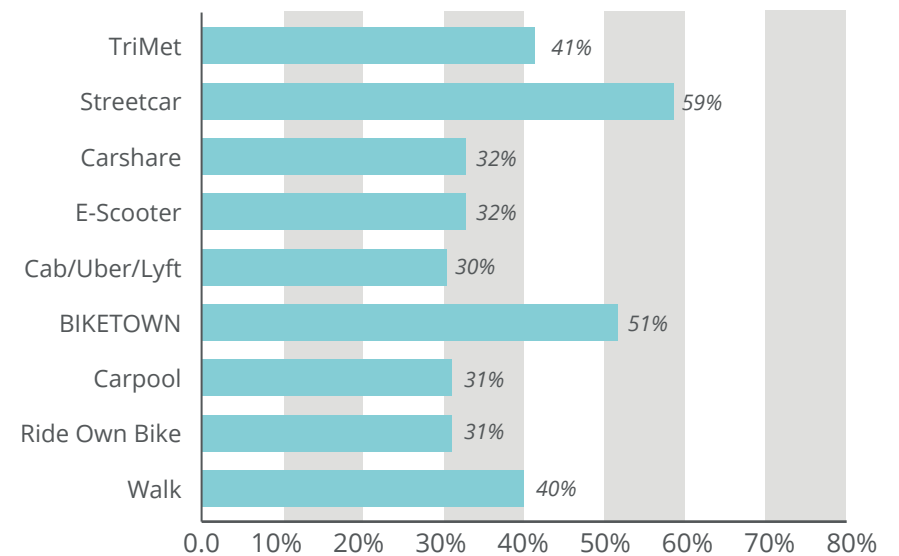
## Use of Parking Permits vs. Transportation Wallets



More respondents had Transportation Wallets than parking permits, at 49% of all survey respondents.

*Due to rounding, percentages throughout this document may not precisely reflect absolute figures.*

## Did Wallet Users Try New Transportation Modes?



Respondents reported that they used new transportation options more often after receiving their Transportation Wallet. Ten percent said they drove LESS than before.

# Outreach

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Each year, the Portland Bureau of Transportation and NW Parking SAC engage with district residents, businesses, places of worship and neighborhood organizations to gather ideas, concerns and feedback on proposed changes to the parking program.

## 2017-2018 Outreach Efforts



Canvassed  
**DOZENS**  
of Businesses  
Door to Door



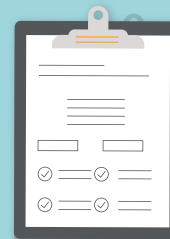
Held  
**12**  
Public Meetings



Attended  
**DOZENS**  
of Neighborhood and  
Business Association events



Hosted  
**2**  
Open Houses



Conducted  
**2**  
Parking Surveys



# NW Parking Budget

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## NW Parking Project Funding

NW has two parking funding sources:

- *Permit surcharge*: \$105 added to each permit in 2018
- *Meter revenue*: 51% of total meter revenue after expenses

Permit surcharge revenue pays for incentives and transportation demand management programs that help people drive and park less in NW, such as the Transportation Wallet and planning efforts to improve biking, walking and transit infrastructure.

\$330,000 of 2018 permit surcharge revenue paid for:

- 76 new bike parking spaces
- Transportation Wallets
- Line 24 Bus Challenge & new Line 24 Bus promotions
- NW In Motion Planning
- New Portland Streetcars to increase service

In 2018, \$310,000 of Net Meter Revenue paid for:

- City Staff support
- Parking consultants for parking study
- Off-street parking wayfinding program

## Dedicated NW Project Funding

The SAC is in the process of determining and prioritizing how parking revenues will be used for future infrastructure projects.

Future allocations may include:

- Funding for shared parking signs and pay stations
- Funding to put toward safety improvements such as pedestrian lighting, traffic signal improvements and curb extensions
- Annual budget contributions for large-scale, long-term projects such as shared off-street parking and/or repaving NW 23rd Avenue



# Looking ahead to 2019

## New permit rules

Given continued residential and commercial growth, permit allocation rules need further restrictions. The need to reduce the total number of permits by 1,200 or more led to new permit rules.

If a resident has available off-street parking on their property, the number of permits that household is eligible for is reduced proportionally. If a household has two vehicles and one off-street space, they are only allowed one parking permit.

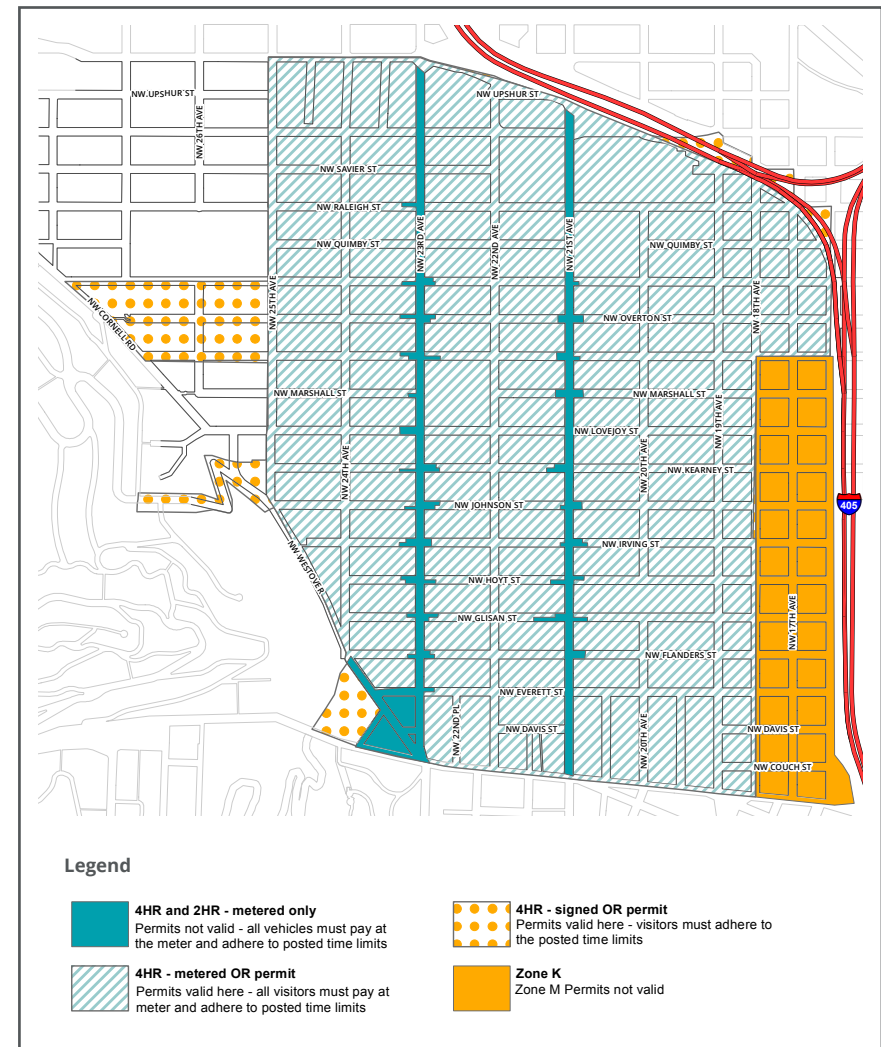
This also led to a cap of business permits to a maximum of 50. If a business wants more than 50 permits, they must go through an exception process to make their case. If an exception is granted, each permit over 50 will cost \$390.

## New meters

Meters are powerful tools that manage demand and increase turnover and parking availability for visitors, employees and residents. Parking meters make enforcement, furthermore, more efficient and effective. In 2018 the NW Parking SAC voted to add meters to an area that is not currently metered.

New time limits will align with the rest of the NW Parking District which are much simpler and customer friendly.

## 2019 Meter Locations





## How are we doing?

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### **Low income wallet program**

In 2019, in an effort to ensure that City programs are serving all NW residents, PBOT/NW SAC will launch a FREE Transportation Wallet for residents of Home Forward (affordable housing) buildings. This pilot will help measure the transportation needs of our low-income and differently abled neighbors.

### **New mover campaign**

To encourage new NW residents to either park off-street or move to the neighborhood without a car, we are offering FREE Transportation Wallets to new residents. We are partnering with property managers to help distribute information on this program. Residents who want to buy a permit are NOT eligible for this one-time free incentive.

What does all this survey data and program budget information mean? While the goal of better balancing the demand for on-street parking is not necessarily easy to reach, we have made incremental progress. This neighborhood's remarkable growth has likely intensified competition for on-street parking. That said, overall neighborhood growth continues to outpace parking demand. The first year of the new permit program made a big impact in reducing the number of permits and cars on the street, and the meters have helped create parking turn over for businesses.

There is still work to be done on outreach and encouragement to residents and employees. We are especially focused on encouraging residents who own cars but don't drive them that often to park off-street, and are looking for ways to get more carsharing vehicles to the neighborhood. There are also thousands of employees who live within an easy bus or bike ride to NW, and we want to find ways to get them to leave their cars at home, even 1 or 2 days a week.

The parking management programs in place will not work overnight, or even in one year. Time will tell how well these tools are working. Data collected next year after the new meters and permit rules have been in place will be informative.

### Legend



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**NW Parking District Liaison**  
Kathryn Doherty-Chapman